ORDER

Alt Order #: 08801769

35841

Product Desc: OCEQUERA/CON/DEM

Estimate: 1186

10/09/12 - 10/15/12 Flight Dates:

Original Date / Rev: 05/15/12 / 10/04/12

Order Type: **GENERAL** KLAS

Primary AE: Mike Jones

Sales Office: K-WAS

Sales Region: National

GMMB Agency Name:

Order / Rev:

Buying Contact: Maura Gilroy

Billing Contact:

1010 Wisconsin Ave NW

Washington, DC 20007

Billing Type: Cash

Billing Calendar: Broadcast

EOM/EOC Billing Cycle:

Agency Commission:

15%

Oceguera, John CD3 Advertiser Name:

Demographic:

A25-54

Product Codes: PO1

Priority: LV2

Revenue Codes: AGY, POL, CAND New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan Totals

Start Date	End Date	# Spots	Gross Amount	Net Amount		
10/01/12	10/15/12	35	\$16,560.00	\$14,076.00		

Month	# Spots	Gross Amount	Net Amount	Rating	
October 2012	35	\$16,560.00	\$14,076.00	0.00	
Totals	35	\$16,560,00	\$14 076 00	0.00	

00:15:00

Account Executives

UNKWN

Orders

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share Share Total KLAS 30% \$16,560.00 Market 100% \$55,200.00

Competitive Share Share Total CABLE \$0.00 0% **KBLR** 0% \$0.00 **KFBT** 0% \$0.00 KINC 0% \$0.00 KTNV 25% \$13,800.00 KTUD 0% \$0.00 **KVBC** 0% \$0.00 KVVU 5% \$2,760.00 **KVWB** 0% \$0.00 LV1 0% \$0.00

0%

\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	8	10/09/12	10/15/12	8 News Now 5a N	1-F CM	5-6a	MTWTF	:30	2	\$185.00LV3	0.00 NM	2	\$370.00
				8 News Now 5a N	Λ- F								
	8 NEW	S NOW AT	5A										
	Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	Veek: 10	/09/12	10/15/12	MTWTF	2	\$185.00	0.00						
E 2	8	10/09/12	10/15/12	8 News Now 6a M	1-F CM	6-7a	MTWTF	:30	3	\$250.00LV3	0.00 NM	3	\$750.00
				8 News Now 6a N	Л-F								

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KLAS

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10/09/12 - 10/15/12

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1186

Ln Ch Start End	Inventory Code Break	Start/End	Time Days	Len Spo	nts	Rate Pri	Rta Type	Snots	Amount
8 NEWS NOW AT 6A				Len ope	,,,,	rate in	-	Орого	7 iiii diik
<u>Start Date</u> <u>End Date</u> Week: 10/09/12 10/15/12	<u>Weekdays</u> <u>Spots/Week</u> MTWTF 3	A DOMESTIC OF SECURIOR	Rating 0.00						
E 3 8 10/09/12 10/15/12	CBS This Morning 7-9a CM CBS This Morning	7-9a	MTWTF	:30	2	\$165.00LV3	0.00 NM	2	\$330.00
CBS THIS MORNING	obo moming								
<u>Start Date</u> <u>End Date</u> Week: 10/09/12 10/15/12	<u>Weekdays</u> <u>Spots/Week</u> MTWTF 2		Rating 0.00						
E 5 8 10/14/12 10/14/12	CBS News Sunday Morr CBS News Sunday Morning	CBS Sunda	y MorniS	:30	1 \$	1,225.00LV1	0.00 NM	1	\$1,225.00
CBS NEWS SUNDAY MOR									
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week	Company of the second	Rating 0.00						
E 7 8 10/09/12 10/15/12	Live w/Kelly CM Live With Regis & Kelly	9-10a	MTWTF	:30	2	\$275.00LV3	0.00 NM	2	\$550.00
LIVE! WITH KELLY									
<u>Start Date</u> <u>End Date</u> Week: 10/09/12 10/15/12	Weekdays Spots/Week		Rating 0.00						
E 8 8 10/09/12 10/15/12	Price Is Right CM Price Is Right	10-11a	MTWTF	:30	1 \$	1,575.00LV1	0.00 NM	1	\$1,575.00
PRICE IS RIGHT	Thee is right						1		
<u>Start Date</u> <u>End Date</u> Week: 10/09/12 10/15/12	Weekdays Spots/Week	Rate \$1,575.00	Rating 0.00						
E 9 8 10/09/12 10/15/12	Y&R CM	11a-12p	MTWTF	:30	1 \$	1,925.00LV1	0.00 NM	1	\$1,925.00
YOUNG & RESTLESS	Young & Restless						1		
<u>Start Date</u> <u>End Date</u> Week: 10/09/12 10/15/12	Weekdays Spots/Week	Rate \$1,925.00	Rating 0.00						
	8 News Now Noon M-F CM	12-1230p	MTWTF	:30	2	\$275.00LV3	0.00 NM	2	\$550.00
O NEWS NOW AT NOON	8 News Now Noon M-F								
8 NEWS NOW AT NOON Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 10/09/12 10/15/12	MTWTF 2		0.00						
E 11 8 10/09/12 10/15/12	1230-2p Soaps/ LMAD CM Soaps/Imad	1230-2p	MTWTF	:30	2	\$375.00LV2	0.00 NM	2	\$750.00
THE BOLD AND THE BEAU									
Start Date End Date		Data							
Week: 10/09/12 10/15/12	Weekdays Spots/Week MTWTF 2		Rating 0.00						
Week: 10/09/12 10/15/12 E 13 8 10/09/12 10/15/12	MTWTF 2 The Talk 2-3P CM		Rating 0.00 MTWTF	:30	1	\$375.00LV2	0.00 NM	1	\$375.00
	MTWTF 2	\$375.00	0.00	:30	1	\$375.00LV2	0.00 NM	1	\$375.00
E 13 8 10/09/12 10/15/12 THE TALK Start Date End Date	MTWTF 2 The Talk 2-3P CM The Talk Weekdays Spots/Week	\$375.00 2-3p	0.00 MTWTF Rating	:30	1	\$375.00LV2	0.00 NM	1	\$375.00
E 13 8 10/09/12 10/15/12 THE TALK	MTWTF 2 The Talk 2-3P CM The Talk Spots/Week MWeekdays Spots/Week MTWTF 1	\$375.00 2-3p	0.00 MTWTF	:30	1	\$375.00LV2 \$375.00LV3	0.00 NM	1	
E 13 8 10/09/12 10/15/12 THE TALK Start Date Week: 10/09/12 10/15/12	MTWTF 2 The Talk 2-3P CM The Talk Spots/Week MTWTF 1	\$375.00 2-3p Rate \$375.00	0.00 MTWTF Rating 0.00					1	\$375.00 \$750.00
E 13 8 10/09/12 10/15/12 THE TALK Start Date Week: 10/09/12 10/15/12 E 14 8 10/09/12 10/15/12 ELLEN Start Date End Date End Date	MTWTF 2 The Talk 2-3P CM The Talk Spots/Week Weekdays Spots/Week MTWTF 1 Ellen CM	\$375.00 2-3p Rate \$375.00 3-4p	0.00 MTWTF Rating 0.00 MTWTF					2	
E 13 8 10/09/12 10/15/12 THE TALK Start Date Week: 10/09/12 10/15/12 E 14 8 10/09/12 10/15/12 ELLEN	MTWTF 2 The Talk 2-3P CM The Talk Spots/Week MTWTF 1 Ellen CM Ellen CM Weekdays Spots/Week MTWTF 2 Politics Now S Sebelius CM	\$375.00 2-3p <u>Rate</u> \$375.00 3-4p	0.00 MTWTF Rating 0.00 MTWTF					1 2	
E 13 8 10/09/12 10/15/12 THE TALK Start Date Week: 10/09/12 10/15/12 E 14 8 10/09/12 10/15/12 ELLEN Start Date Week: 10/09/12 10/15/12 E 15 8 10/13/12 10/13/12 THE INSIDER WEEKEND	The Talk 2-3P CM The Talk Weekdays Spots/Week MTWTF 1 Ellen CM Ellen Weekdays Spots/Week MTWTF 2 Politics Now S Sebelius CM Politics Now S Sebelius	\$375.00 2-3p Rate \$375.00 3-4p Rate \$375.00 Various	0.00 MTWTF Rating 0.00 MTWTF Rating 0.00	:30	2	\$375.00LV3	0.00 NM		\$750.00
E 13 8 10/09/12 10/15/12 THE TALK Start Date Week: 10/09/12 10/15/12 E 14 8 10/09/12 10/15/12 ELLEN Start Date Week: 10/09/12 10/15/12 E 15 8 10/13/12 10/13/12	MTWTF 2 The Talk 2-3P CM The Talk Spots/Week MTWTF 1 Ellen CM Ellen CM Weekdays Spots/Week MTWTF 2 Politics Now S Sebelius CM	\$375.00 2-3p Rate \$375.00 3-4p Rate \$375.00 Various	0.00 MTWTF Rating 0.00 MTWTF Rating 0.00	:30	2	\$375.00LV3	0.00 NM		\$750.00
E 13 8 10/09/12 10/15/12 THE TALK Start Date Week: 10/09/12 10/15/12 E 14 8 10/09/12 10/15/12 ELLEN Start Date Week: 10/09/12 10/15/12 E 15 8 10/13/12 10/13/12 THE INSIDER WEEKEND Start Date Week: 10/08/12 10/14/12	MTWTF 2 The Talk 2-3P CM The Talk CM Weekdays Spots/Week MTWTF 1 Ellen CM Ellen CM Weekdays Spots/Week MTWTF 2 Politics Now S Sebelius CM Politics Now S Sebelius Weekdays Spots/Week S- 1 8 News Now 4p M-F CM	\$375.00 2-3p Rate \$375.00 3-4p Rate \$375.00 Various Rate \$965.00 4-5p	0.00 MTWTF Rating 0.00 MTWTF Rating 0.00 S- Rating 0.00 MTWTF	:30	2	\$375.00LV3	0.00 NM		\$750.00
E 13 8 10/09/12 10/15/12 THE TALK Start Date Week: 10/09/12 10/15/12 E 14 8 10/09/12 10/15/12 ELLEN Start Date Week: 10/09/12 10/15/12 E 15 8 10/13/12 10/13/12 THE INSIDER WEEKEND Start Date Week: 10/08/12 10/14/12	### TWTF 2 The Talk 2-3P CM The Talk Weekdays Spots/Week	\$375.00 2-3p Rate \$375.00 3-4p Rate \$375.00 Various Rate \$965.00	0.00 MTWTF Rating 0.00 MTWTF Rating 0.00 S- Rating 0.00 MTWTF	:30	2	\$375.00LV3 \$965.00LV1	0.00 NM	1	\$750.00 \$965.00
THE TALK Start Date Week: 10/09/12	### TWTF 2 The Talk 2-3P CM The Talk Weekdays Spots/Week	\$375.00 2-3p Rate \$375.00 3-4p Rate \$375.00 Various Rate \$965.00 4-5p (4:30 PM-5:0) Rate	0.00 MTWTF Rating 0.00 MTWTF Rating 0.00 S- Rating 0.00 MTWTF 0.00 MTWTF Rating 0.00 MTWTF Rating 0.00 MTWTF Rating	:30	2	\$375.00LV3 \$965.00LV1	0.00 NM	1	\$750.00 \$965.00
THE TALK Start Date Week: 10/09/12	### TWTF 2 The Talk 2-3P CM The Talk Weekdays Spots/Week	\$375.00 2-3p Rate \$375.00 3-4p Rate \$375.00 Various Rate \$965.00 4-5p (4:30 PM-5:0) Rate	0.00 MTWTF Rating 0.00 MTWTF Rating 0.00 S- Rating 0.00 MTWTF 0.00 MTWTF	:30	1 3	\$375.00LV3 \$965.00LV1	0.00 NM	1	\$750.00 \$965.00

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Flight Dates:

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Estimate:

1186

Break Start/End Time Days Rate Pri Rtg Type Spots Amount Len Spots End Inventory Code Ln Ch Start \$1,200.00 .30 \$400,00LV3 0.00 NM 10/09/12 10/15/12 8 News Now 5-630p M-FCM MTWTF--E 17 5-630p 8 News Now 5-630p M-F 8 NEWS NOW ROTATION Rating Weekdays Spots/Week Rate MTWTF--\$400.00 0.00 Week: 10/09/12 10/15/12 3 ----S-:30 \$965.00LV1 0.00 NM \$965.00 10/13/12 10/13/12 8 News Now Sat 5-7p CM 5-7p 8 8 News Now Sat 5-7p (5:00 PM-5:30 PM) 8 NEWS NOW AT 5PM-SAT Start Date End Date Spots/Week Rating Weekdays Rate Week: 10/08/12 10/14/12 ----S-\$965.00 0.00 ----S 10/14/12 10/14/12 Sun 530-6p Ins Ed Wkn@M 530-6p .30 \$165.00LV2 0.00 NM \$165.00 E 19 8 Inside Edition Wknd INSIDE EDITION Rating Weekdays Spots/Week Rate ----S \$165.00 0.00 Week: 10/08/12 10/14/12 ----S E 20 :30 1 \$1,140.00LV1 0.00 NM \$1,140.00 10/14/12 10/14/12 8 News Now Sun 5-7p CM 5-7p 8 News Now Sun 5-7p (6:30 PM-7:00 PM) 8 NEWS NOW AT 630PM-SUN Start Date End Date Weekdays Spots/Week Rate Rating 1 \$1,140.00 Week: 10/08/12 10/14/12 ----S 0.00 \$275.00LV3 0.00 NM \$275.00 10/09/12 10/15/12 630-7p Inside Edition CM 630-7p MTWTF--.30 Inside Edition INSIDE EDITION Spots/Week Start Date End Date Weekdays Rate Rating MTWTF--Week: 10/09/12 10/15/12 \$275.00 0.00 7-8p \$300.00LV3 10/09/12 10/15/12 7-8p Rotator MTWTF--:30 0.00 NM \$300.00 E 22 CM 8 7-8p Rotator ET/INSIDER Start Date **End Date** Weekdays Spots/Week Rate Rating 10/15/12 MTWTF--\$300.00 0.00 Week: 10/09/12 10/09/12 10/15/12 8 News Now 11p M-F 11-1135p MTWTF--:30 \$500.00LV3 0.00 NM 2 \$1,000.00 8 News Now 11p M-F 8 NEWS NOW AT 11PM Weekdays Spots/Week Rate Rating Start Date End Date 10/15/12 MTWTF--\$500.00 0.00 Week: 10/09/12 11-1135P ----SS \$300.00LV3 0.00 NM \$300.00 10/13/12 10/14/12 8 News Now 11p Sa/SuCM .30 E 32 8 News Now Sa/Su 11p 8 NEWS NOW AT 11PM-WKND Start Date End Date Weekdays Spots/Week Rating Rate ----SS Week: 10/08/12 10/14/12 1 \$300.00 0.00 N 36 10/09/12 10/12/12 8 News Now 4-5a CM 4-5a -TWTF--:30 1 \$50.00LV2 0.00 NM \$50.00 8 News Now 4-5a Spots/Week Start Date **End Date** Weekdays Rate Rating -TWTF--Week: 10/08/12 10/14/12 \$50.00 0.00 Totals 35 \$16,560.00